

Applicant: Wieth et al.  
Application No.: Not Yet Known

A2  
6. (Amended) A method according to claim 1, wherein  
the customer is individualized using optical recognition systems.

8. (Amended) A method according to claim 1, further comprising  
issuing the information medium for the first signal A to the customer when paying at  
the shopping center and recording the second signal B on it, when returning a shopping cart  
whereby the customer receives a bonus when returning the information medium with the  
recorded second signal B.

A3  
9. (Amended) A method according to claim 1, further comprising  
issuing the information medium to the customer when he drives into the customer  
parking lot of the shopping center, recording the first signal A when he pays at the shopping  
center, and recording the second signal B when he returns a shopping cart, and the customer  
receiving a bonus when returning the information medium when he leaves the customer  
parking lot if the first signal A and the second signal B are recorded on the information  
medium.

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10. (Amended) A method according to claim 1, wherein  
the signals A and B are saved on a customer-owned data medium.

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13. (Amended) A method according to claim 10, wherein  
signals A and B are saved on the customer-owned data medium with codes or  
addressing specific to the shopping center.

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14. (Amended) A method according to claim 10, wherein signals A and B are also saved in the shopping center.

15. (Amended) A method according to claim 1, wherein signal A contains, in addition to information that a purchase was made, data on the scope, the makeup and/or the time point of the purchase, and the bonus to be given out to the customer is determined in relation to such data.

16. (Amended) A system for detecting and rewarding the returning of shopping carts to a collection point, comprising first detection means (5) to generate a first signal A during the purchase and second detection means (7) to generate a second signal B when a shopping cart (1) is returned to a collection point (6), and a data processing unit to correlate the two signals A and B to issue a bonus,

the first detection means (5) is for identifying or individualizing a particular customer or an information medium carried by him when generating the first signal A.

17. (Amended) A system to carry out the process according to claim 1, comprising first detection means (5) for generating a first signal A during the purchase and second detection means (7) for generating a second signal B when a shopping cart (1) is returned to a collection point (6), and a data processing unit to correlate the two signals A and B to issue a bonus, wherein

an information medium is provided to be carried by a particular customer to save the first signal A until it is correlated with the second signal B.

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sub. B1

20. (Amended) A system according to claim 16, wherein the information medium is a data medium in the permanent possession of the customer.

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21. (Amended) A system according to claim 16, wherein the information medium is a customer-owned mobile telecommunication means, in particular a mobile phone (13).

22. (Amended) A system according to claim 16, wherein the second detection means (18) further includes means for recognizing whether the returned shopping cart (1) has been stored into the shopping cart stacked row provided at the collection point (6) within a prescribed tolerance.

sub. B1

26. (Amended) A system according to claim 23, wherein at least one of the first and/the second optical signal transmitter (15, 18) are made up of IR light sources.

Ab  
cont

27. (Amended) A system according to claim 23, wherein the first optical signal transmitter (15) comprises a light signal (16) that is modulated according to normal lighting of the shopping center.